

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - II EXAMINATION - SUMMER 2025

Subject Code: N2529305

Date: 10-06-2025

Subject Name: Marketing for Managers

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1	14
(a) Captive Pricing	
(b) satisfying customer needs and wants.	
(c) Proposal Solicitation	
(d) USP	
(e) AIDA Model	
(f) Steps of new product development	
(g) sustainable V/s Green Marketing	
Q.2 (a) A luxury watch brand wants to increase sales without discounts. How can anchoring effect be used in product bundling? Justify why discounts may harm brand perception.	07
(b) Zara faces declining sales due to fast-fashion backlash. Analyse Micro and Macro environment factors . Recommend how Zara can adapt.	07
OR	
(b) Your university wants to increase enrollment for its MBA program. Identify 3 unique challenges in marketing education services vs physical products. Develop a marketing campaign using service quality gaps model	07
Q.3 (a) A beverage company wants to launch a new energy drink in India. The market already has established brands like Red Bull (Premium), Monster (Youth-focused), and Sting (Budget). Identify 2 key dimensions for positioning energy drinks and prepare perceptual map	07

- (b) *FastFizz*, a soft drink company, has seen declining sales in recent quarters. To boost profits, the company launches a nationwide campaign using celebrities and discounts to aggressively push its high-sugar energy drinks. However, at the same time, customer groups and health experts criticize the brand for promoting unhealthy products to teenagers. 07

Meanwhile, its competitor *GreenSip* introduces a new low-calorie, eco-friendly beverage made with natural ingredients. It runs a campaign focused on educating consumers about healthy choices and minimizing plastic waste.

Identify and explain which marketing concept *FastFizz* and *GreenSip* are following. compare and contrast both the concept as given example

OR

- (a) Imagine you are the marketing manager for a new coffee shop chain called BrewBliss. How would you apply different pricing strategies to attract customers and increase sales? Discuss the various types of pricing strategies with suitable examples, considering factors like competition, target market, and positioning. 07

- (b) Tesla plans to enter the Indian electric vehicle (EV) market. Recommend whether Tesla should focus on luxury EVs or affordable models. Justify your answer with appropriate strategy 07

- Q.4** (a) A company notices a decline in customer engagement despite steady website traffic. As a marketing manager, what steps would you take to utilize marketing information to gain insights into this issue? 07

- (b) Unilever's product portfolio includes Dove (personal care), Ben & Jerry's (premium ice cream), Lipton Tea, Surf Excel (detergent – steady sales). Classify each product into the BCG Matrix. Suggest strategies for "Question Marks" and "Dogs." Should Unilever divest Lipton? Justify. 07

OR

- (a) A premium gym wants to increase membership in your city. Identify 3 distinct customer segments with clear profiles. For each segment Suggest tailored marketing messages and Recommend appropriate communication channels. Which segment would you target first and why? 07

- (b) you're launching a new eco-friendly water bottle brand. For each P (Product, Price, Place, Promotion), list: 2 critical decisions you need to make and 1 potential mistake to avoid. Create a simple pricing strategy for different distribution channels (online vs. retail stores) 07

Q.5

Burger King introduced the lower-calorie fries with the objective of attracting more health-conscious consumers and boosting its health-friendly image among the fast food giants in the world. But critics questioned its claim about offering fewer calories and a healthier fast food option than its rivals. In August 2014, Burger King Worldwide Inc. (Burger King) dropped 'Satisfries', the low fat French fries which it had introduced less than a year earlier, from the menus of about two-thirds of its restaurants across the US and Canada. The move was attributed to poor sales and failure on the part of the fast food giant to convince customers that Satisfries were a healthier option than regular fries. According to Drew Kerr, President and CEO of Four Corners Communications, Inc., "People who consider themselves in good or excellent health have not been radically moved by Burger King's efforts and in the long run, it was unable to sustain itself with this demo." Burger King failed to attract nutrition-conscious diners through Satisfries, a lower-calorie, healthier version of its French fries, with the result that the company withdrew the product from two-thirds of its restaurants. The failure of Satisfries was a major blow to the global fast food giant which was struggling to provide better dining experiences to customers by serving healthy fast food at its restaurants. The product also failed to satisfy consumers who were not clear about the advantages of Satisfries compared to the company's regular fries. Moreover, its overpricing, weak brand positioning, bad marketing decision, wrong social media advertisements, and lack of product differentiation among others, resulted in the failure of Satisfries

(a) Why Did Satisfries Fail? Apply the STP Framework to Analyze Burger King's Mistake? 07

(b) How Could Pricing & Promotion Strategies Have Been Improved? 07

OR

(a) "Healthy Fast Food" a Viable Positioning for Burger King? Discuss Consumer Behavior Challenges. 07

(b) What faults in the product promotion and marketing strategy undertaken by the company for Satisfries? 07
